

## ENDS AND TRENDS WITH KIM AND KAREN



**Karen's Beauty Tip:** What does sulfate-free mean? It's a popular term that's appearing more and more on shampoos. But, what does it mean and why is it important?

Sulfates have been around and the debate about them has existed just as long as they've been on the market. Sulfates, commonly listed on labels as sodium laureth sulfate and ammonium laureth sulfate, are actually agents used to produce lather in many shampoos and household cleaners. They're considered inexpensive detergents that give you that bubbly, foamy lather you expect to see in shampoos.

Critics claim that sulfates strip color and moisture from their locks. Fans of sulfate-free products believe zero-sulfate shampoos are the better way to go to preserve their expensive 'dos.

On the flip side, defenders of shampoos with sulfate contend that hair color would eventually wash out in time despite the type of shampoo used – sulfate-free or not. So, they believe it's not what you wash your hair with but how often you wash it.

No matter what side of the debate you're on, beauty experts say it's really all up to you and how your hair responds to the sulfate and non-sulfate products.